

sociation that it was purely on an impersonal basis that the opinions of Mr. Hoffman have been weighed and found wanting.

490 Post Street, San Francisco.

RODNEY A. YOELL, M. D.

Concerning a plan to enlist coöperation of physicians. Important!

BOARD OF MEDICAL EXAMINERS

STATE OF CALIFORNIA

420 State Office Building

Sacramento, California

September 27, 1935.

Re: W. B. Mayo Laboratories, Inc.

To the Editor:—We are wondering if any information should be published in the columns of CALIFORNIA AND WESTERN MEDICINE relative to the matter mentioned in the enclosed copy of a letter addressed to B. E. McDowell, M. D., Merced, California. . . . The matter is being reported from various parts of the State. . . .

Very truly yours,

(Signed) C. B. PINKHAM, M. D.,

Secretary-Treasurer, California State Board of Medical Examiners.

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420 State Office Building

Sacramento, California

September 27, 1935.

Yours of September 6, re Application, W. B. Mayo, M. D., Dr. W. B. Mayo Laboratories, Inc. B. E. McDowell, M. D., 201-220 Bank of America Building, Merced, California.

Dear Doctor:—Many thanks for your letter advising us that an individual named N. B. Crittenden had been soliciting doctors to become connected with the Dr. W. B. Mayo Laboratories, Inc., Medford, Oregon. Representatives of this concern have traveled throughout the State of California endeavoring to secure signatures of doctors to an agreement,* the main feature of which seems to be the payment on the part of said doctor to the representative of the Dr. W. B. Mayo Laboratories, Inc., the sum of \$200.

Our investigation department reports that such procedure will add greatly to the financial benefit of the Dr. W. B. Mayo Laboratories, Inc., but it is difficult to understand how the financial returns to the doctor will warrant such an expenditure.

Incidentally, the California medical license of W. B. Mayo, M. D., was revoked October 20, 1931, after a hearing of a complaint charging alleged illegal operation. Said license was thereafter restored, and on February 27, 1933, W. B. Mayo was placed on probation for a period of five years.

Very truly yours,

(Signed) C. B. PINKHAM, M. D.,

Secretary-Treasurer, California State Board of Medical Examiners.

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More concerning a company, operating under an out-of-state charter, seeking money from physicians on a lifetime contract. Warning.

A member of the Los Angeles County Medical Association has sent in a marked item from the October 3, 1935, "Bulletin" of that Association, which reads as follows:

MEMBERS ARE WARNED NOT TO SIGN MEDICINE COMPANY'S CONTRACT

A medicine company operating in Los Angeles with an out-of-state charter has been busy for some weeks, through its solicitors, among the doctors of medicine in Los Angeles County and elsewhere in the State.

Some of these solicitors are armed with letters apparently signed by doctors of medicine who recommend this promotional scheme.

* Copy of Agreement is printed on page 319.

The California Medical Association emphatically urges all of its members to refrain from entering into any contract with this company.

Physicians are approached by solicitors who tell them that they will be appointed to the advisory and consultation staffs of this company, or laboratory, as it is called. To join this staff, however, the physician must sign an agreement to pay a sum of several hundred dollars to the corporation.

Every member is asked to consider this phase of the agreement: The corporation agrees that it will refer to him any lay person in his community who sends an inquiry in relative to the medicine which they manufacture. The physician is also promised a commission on sales in his community.

The contract, which is presented to the physician for a signature, contains a perinent clause which states that the agreement is for life and cannot be revoked!

It is understood that these laboratories intend to use the money which they receive from physicians to promote a nation-wide advertising campaign, which campaign would be designed to interest the lay public in their medication. It is hoped that some two million dollars would be so raised.

To interest the physician, this laboratory states that such an advertising campaign will bring many inquiries from laymen as to their ailments; the laboratory then makes this proposition to the doctor: That any inquiries coming to the laboratory from laymen in the doctor's community will be referred to the doctor for treatment.

This phase of the contract is being investigated by the Board of Medical Examiners, possibly because they view it as a wholesale attempt at capping.

Members who have been approached by solicitors for this company, when asked what the medicine was, stated that it was a comparatively simple alkaline compound designed for the treatment of stomach conditions. When asked if it was a secret preparation they said that it was not; that it was a simple compound similar to prescriptions they had often written.

If it be a secret formula, the Code of Ethics is very specific: "It is equally unethical to prescribe or dispense secret medicines or other secret remedial agents, or manufacture or promote their use in any way."

Again we may quote from the Code of Ethics on advertising: "Solicitation of patients by physicians as individuals, or collectively in groups, by whatsoever name these may be called, or by institutions or organizations, whether by circulars or advertisements, or by personal communications, is unprofessional."

It would seem unethical, therefore, for any physician to accept an offer from a medicine company, which offer includes the referring of patients upon the proviso that such a doctor become a member, for a price, of that company's advisory and consultation staff.

The Council of the California Medical Association, after a study of the contract of this company, has expressed its disfavor and recommends that members do not support this form of exploitation.

Concerning article on "Some Facts About Present-Day Medical Student Trends," printed in the September issue, on page 180.

ASSOCIATION OF AMERICAN MEDICAL COLLEGES

Chicago, September 25, 1935.

To the Editor:—Thank you for your note of the 14th. I am delighted that notice is being taken of the studies we have been making for so many years. The information seems to be appreciated and wanted. No one else has made similar studies.

I have called the attention of our officers to your write-up. I am sure that they, too, will appreciate it.

With kindest regards, I am

Sincerely yours,

FRED C. ZAPFFE, *Secretary.*

P. S.—It would be well if the medical profession as a whole would take more interest in medical education. Unfortunately, after a man has graduated, he seems to have finished with medical education and promptly forgets all about it. Perhaps if he remembered it some of our economic problems might be solved.

5 South Wabash Avenue.

Why do not medical societies have at least one paper on medical education on their annual programs? Why?

F. C. Z.